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VC37**DEVELOPMENTS WITHIN THE UPFIELD CORRIDOR**

This policy applies to the area known as the Upfield Corridor which extends from Brunswick Road, Brunswick, in the south to Urquhart Street, Coburg, in the north and includes all land zoned for industrial and commercial purposes within the vicinity of Sydney Road and the Upfield Railway Line.

Policy basis

The Upfield Corridor plays a key role in the economic prosperity of Moreland.

Whilst the decline in manufacturing industry is acknowledged, the Municipal Strategic Statement identifies the Upfield Corridor for revitalisation as an industrial and employment centre based on its close proximity to Melbourne's CBD and transport links to the port and national highway system.

To assist this revitalisation it is necessary to create opportunities for a greater mix of commercial, retail, industrial and residential development. This policy aims to facilitate and direct appropriate land use change within distinct areas of the Corridor thereby improving its economic performance and the overall appearance of the area.

Objectives

- To reveal distinct precincts along the whole of Sydney Road to strengthen identity and consolidate its various activities and functions.
- To re-invigorate the under-utilised areas of the Corridor to stimulate investment and economic activity.
- To ensure core industries and retail activity are not restricted by the encroachment of sensitive uses such as housing.
- To provide new economic opportunities where industrial activities are in decline.
- To encourage appropriate residential development which supports economic activity and provides greater choice of housing.
- To improve the appearance of the public realm.
- To improve the landscape amenity along the Upfield Railway Line.

Policy

It is policy that:

- Where existing industrial activity can be sustained in the foreseeable future, it is retained.
- The primary retail activity is concentrated along Sydney Road within defined retail nodes.
- New residential development opportunities within designated urban villages and business zones maintain the mixed land use character of the area.
- The re-development of both the Whelan site and the new Brunswick market site incorporates mixed use activities which strengthen the Corridor's economic base provides new employment opportunities and increases the range of housing choice.
- The Arts Precinct is promoted as a key area for the establishment of cafes, restaurants, bookshops, art and craft shops, artist studios and other recreational activities which

reflect the multicultural character of the City and encourage vibrant day and night activity.

- Landscapes on the Upfield Line will be developed and managed to achieve maximum potential as a wildlife corridor with improvement in amenity, access and aesthetics of landscapes in accordance with the Upfield Railway Line Habitat Landscape Concept plan.

Reference documents

Urban villages - a sustainable future for Moreland, *Moreland City Council, June 1997.*

Anstey Urban Village Structure and Action Plan, 1999

Strategy Plan for Brunswick Shopping Centre, Sydney Road, Nov 1995

Strategy Plan for Coburg Shopping Centre, Sydney Road, Nov 1995

Formulations of Strategic Directions for the Upfield Corridor, *Moreland City Council, Sept 1997*

City of Moreland, Industrial and Commercial Areas Study, July 1997

City of Moreland Industrial Areas Review, May 1998

Upfield Railway Line Habitat Landscape Concept, December 1998

Moreland Economic Development Framework, *Moreland City Council, 1999*